

Elmer Fudd's Wild West WOUNDUP

We hope everyone enjoys it!



Tuesday
May 9

THE DAILY NEWSLETTER OF THE 2000 NATIONAL FLOOD CONFERENCE

NFIP Flood Conference Moves Into The 21st Century

"I've been emcee here for the last two years and I can't believe I'm being replaced by a robot!" asserted Bob Ross, Chair of the Flood Insurance Producers Committee, at the opening of Monday morning's general session.

N2-H2O, the 2000 National Flood Conference's automated emcee—equipped with bells, whistles, a mischievous sense of humor, and a cowboy hat—welcomed attendees to the conference. He announced that the conference's general sessions were being webcast around the world with links through the NFIP's website at www.fema.gov.

N2-H2O explained how to use the small, electronic audience response system (ARS) units placed throughout the hall and polled conferees about flood-related topics. Results were displayed as graphs on screens surrounding the stage.



Austin, who thanked those in attendance for being involved in improving the quality of life and providing safety for citizens across the country.

The next speaker, Federal Insurance Administrator and former Insurance Commissioner of Texas, Jo Ann Howard, was introduced by her son, Jay Howard.

"We convene today in an era of unprecedented peril—as weather events take a rising toll on our people and our pocketbooks...Tulsa, Oklahoma and Missouri today, we don't know where tomorrow," began the Administrator. "But it is also an era of unparalleled possibility, when technology makes it possible to counter nature with know-how."

Rising temperatures in the Pacific are projected to produce heavier rainfall in the Northeastern and Eastern United States, according to Howard. Intense hurricane seasons are expected to become the norm, and the destruction of wetlands is sending floodwaters that otherwise would have been absorbed, downstream into communities instead.

TODAY'S HIGHLIGHTS

Exhibit Hall Open
7:00-8:30 a.m.

General Session
8:30 - 10:00 a.m.

Technical/Educational Workshops 22-27
10:15 - 11:30 a.m.

Lunch - On Your Own/ Exhibit Hall Open
11:30 a.m. - 1:30 p.m.

Technical/Educational Workshops 28-34
1:30 - 2:45 p.m.

Technical/Educational Workshops 35-41
3:00-4:15 p.m.

Program Awards Dinner
7:00 - 9:00 p.m.



The general session's first human speaker was Kirk Watson, Mayor of the City of

The Administrator described a number of FIA's most recent efforts to buy out or elevate 23,000 properties across the country; grow the number of NFIP insurance policies; improve flood insurance awareness through the Cover America campaign; explore the way the NFIP does business through the Business Process Improvement Project; and modernize FEMA's flood maps.



"Insurance is a natural for the virtual world," said Howard, adding, "Our product is a promise—a promise we deliver with high-tech vehicles—but backed with an old-fashioned value: neighbors helping neighbors." She concluded her speech with a description of FIA's goal to embrace the 21st century by using the speed, the explosion of information, and the convenience of breaking technology to modernize the NFIP.

Internet Takes Insurance Industry to Market

A pioneer in providing insurance using the Internet, the morning's keynote speaker, Scott Stevens, Senior Vice President of Property and Casualty Product Management



for InsWeb Corporation, uses the Internet to create an insurance marketplace that allows consumers to shop online for personal lines insurance products.

According to Stevens, the potential market for insurance on the Internet is vast. "The insurance market is currently about \$670 billion," he says, comparing it to already successful Internet travel and tourism (\$470 billion) and online book sales (\$30 billion).

Though many consumers use the web just to "window shop," making final purchases offline, Stevens says that the three Cs of convenience (doing business at home or even while traveling), control (shopping without pressure), and choice (getting multiple quotes before purchasing) increasingly will make e-commerce the preference for consumers. "And on the insurance company's side, you have consumers coming to you without having to incur acquisition costs."

Stevens described some of the challenges facing insurance companies moving onto the Internet. These

include underwriting and regulatory issues (such as standardization of the application process, digital signatures and credit card payments) and technology issues (such as security, capacity, and reliability).

Repeat Flooding

Monday's general session closed with a special presentation by Wes Birdwell, Operations Manager for the Lower Colorado River Authority (LCRA).

For more than 60 years LCRA has prevented flood damage along the Colorado River and its tributaries by operating dams and flood gates. But that is no longer enough, according to Birdwell. Booming development in central Texas has made floodplain management indispensable.



"We've had tremendous floods historically, we've had them recently, and we are going to have them again," Birdwell cautioned. He showed a compelling video about the floods along the Colorado River. "However long our current drought lasts is how long we have to get ready for the next flood." He continued. "And the longer this drought lasts, history has told us, the bigger the flood will be that ends it."

Workshop Focus

The rest of the morning and afternoon were devoted to 21 workshops, roundtables, and panel discussions about issues relating to flood insurance or mitigation. Six of these events will be repeated today or tomorrow (see your program for details).

Around the Edges

National Con-Serv, Inc. (NCSI) ensured that conferees started the day well fed by providing a delicious breakfast buffet. During the afternoon, refreshments were sponsored by Fidelity National Flood, Inc.



The Lake Austin riverboat cruise sponsored by the LCRA was well attended. And, seeing the beautiful houses along both banks, brought home the message of LCRA's lake flooding video shown during the morning's general session.